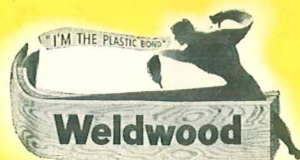




*Beautiful Wood
for Beautiful Homes*

— WITH WELDWOOD



PLASTICS AND WOOD WELDED FOR GOOD

In these pages, dreams come true!

Your dreams of beautiful rooms for your new home and *our* dreams of beautiful, wood-paneled rooms for all homes—even those most modestly financed!

For today, with Weldwood Plywood and Mengel Flush Doors the practical loveliness of panels of mahogany, oak, walnut, and many other luxurious hardwoods is brought within the reach of most budgets.

Now, when you are planning to build or remodel, you can choose your paneling from a great variety of beautiful woods. You can choose freely, knowing that room for room any you select will cost little more than yesterday's plastering.

GUARANTEE

Weldwood Plywood is unqualifiedly guaranteed for the life of any home in which it is installed. Walls of Weldwood are *permanent* walls, requiring no upkeep costs. Their first cost is their last.

Weldwood Plywood and Mengel Doors are sold by lumber dealers everywhere. They are manufactured and marketed by:

United States Plywood Corporation
New York, N. Y.

The Mengel Company
Louisville, Ky.

Branches and distributing units in principal cities from coast to coast

Throughout this booklet we have used the term "hardwood," which refers to wood of the broad-leaved trees, such as oak, ash, maple, gum, and birch. Hardwoods, or "cabinet woods" as they are sometimes called, include the more precious woods, such as walnut, mahogany and a host of other choice woods. These woods are used for fine interiors, for furniture, and for all purposes where beauty of figure and of finish is important.

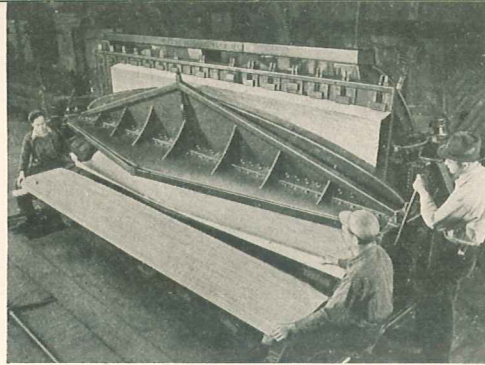
"Softwoods," on the other hand, is a term applied to the wood of the conifers, or cone-bearing trees, such as pines, firs, spruces, hemlocks, etc. Such woods, available in much greater supply than hardwoods, are used in large quantities for construction and industrial purposes and for any other application where appearance is not necessarily a factor.

Weldwood Plywood is made in both Interior and Exterior types, the former bonded with extended urea resins and other approved bonding agents; the latter with phenol formaldehyde synthetic resin. Back of these Weldwood Products are unmatched facilities and experience in plywood production and fabrication.

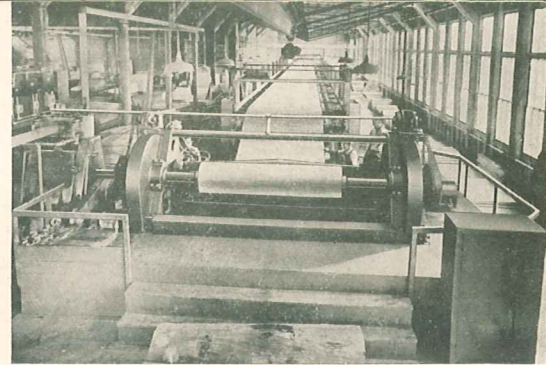
Laboratories employing qualified engineers, chemists, architects and wood technologists are maintained to safeguard Weldwood products and to solve consumer problems.



IT TAKES BUT A FEW HOURS to install Weldwood Plywood Panels in your home, but scores of winters follow scores of summers before the trees are ready for cutting. Here you see a typically fine specimen of African mahogany, from Mengel's great Gold Coast operations.



CHOICE LOGS from all over the world are first stripped of their bark and, after careful grading and selection, are cut into thin sheets of veneer. By the use of various methods of cutting, Weldwood engineers are able to get the most appealing grain patterns from each log.



CERTAIN WOODS, such as oak, birch and gum, can be cut on a rotary lathe which "unwinds" the tree by revolving it against a razor-sharp blade. Only the best sections of veneer are used for Weldwood Plywood; undesirable sections are eliminated by expert "clipping."

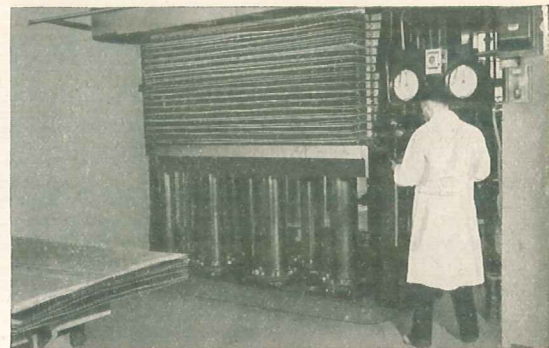
The Wonder of Weldwood



VENEER SHEETS are carefully dried in special driers and then assembled into large over-all pieces. Here are some of the large sheets being "laid up" before hot-pressing. Face veneers are carefully matched to achieve the most lovely decorative effects. One of the driers can be seen in the background.



A TREE IS STRONGER along the grain than across the grain. Weldwood is made by bonding thin plies of wood together, the grain of each ply running at right angles to the next. Phenol formaldehyde resin adhesives or other approved bonding agents make the bond a permanent *weld*—the plies of a Weldwood panel will never separate.



SEE THOSE DIALS? They tell the exact amounts of heat and pressure being applied to our wood "layer cakes" in this Weldwood Plywood press. Trees that grew, perhaps, but a foot or two thick become smooth, beautifully grained panels of Weldwood Plywood, generally four feet wide and eight feet long.



WHICH IS YOUR FAVORITE WOOD? Do you prefer cool oak, warm walnut, rich mahogany? Or perhaps knotty pine, gum, or Weldtex, Weldwood's striated plywood, is your choice. Best way to choose is to go to your lumber dealer's who will show you samples of Weldwood in these and other beautiful woods.



DRI-BUILT CONSTRUCTION saves weeks of building time. Where you select Weldwood Plywood Panels for your walls there's no waiting for water-heavy plaster to dry; there's no dampness to cause sticking windows, warped doors and woodwork. Those big panels go up in a jiffy—and are guaranteed for the life of the house!



LUXURY OF A MANSION in a modest cost home! Surrounded by the everlasting beauty of Weldwood Plywood Panels, you'll never have a worry about repairs or replacements. Crack-proof and permanent, walls of Weldwood Plywood need only occasional waxing. The beauty of their finish increases with the years.

The finest homes usually have Wood-Paneled Rooms...



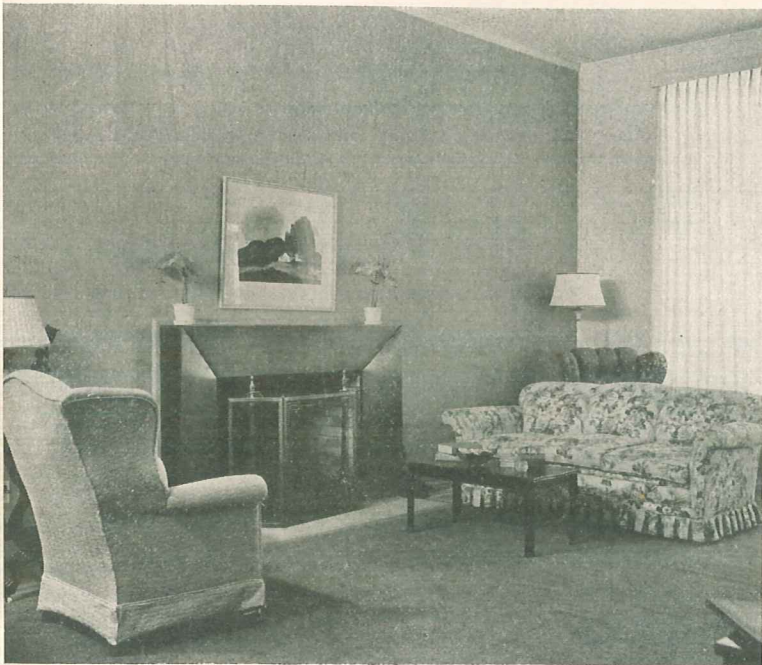
One type of room stands out above all others in the atmosphere of friendliness and security which it creates in the home—rooms with wood-paneled walls!

Naturally, the finest homes usually have such rooms.

Yet, because of their former cost, wood-paneled rooms were the luxury of the few.

Today, due to the genius of American chemists, wood technologists and engineers, wood-paneled walls of Weldwood Plywood are possible—and practical—for even the most modestly financed house.

In Weldwood, the world's choicest woods are available to you—over forty different kinds—each beautiful, each a delight forever. And many of the most beautiful are amazingly low in cost.



A California living room paneled in Oak Weldwood. Oak is a hardwood which can be stained or merely waxed with beautiful results. Fred L. R. Confer, architect.



Panels of Idaho Knotty Pine Weldwood add to the friendliness of this living room. Dale Fredericks, designer.



Mahogany Weldwood lends itself well to any type of finish.

NOW FOR YOUR HOME, TOO,

The World's Choicest Woods

AT AMAZINGLY LOW COST



Whatever the style of the home you are planning to build or remodel, Weldwood Plywood

Paneling can add beauty and "livability" to it.

For the charm of wood is universal.

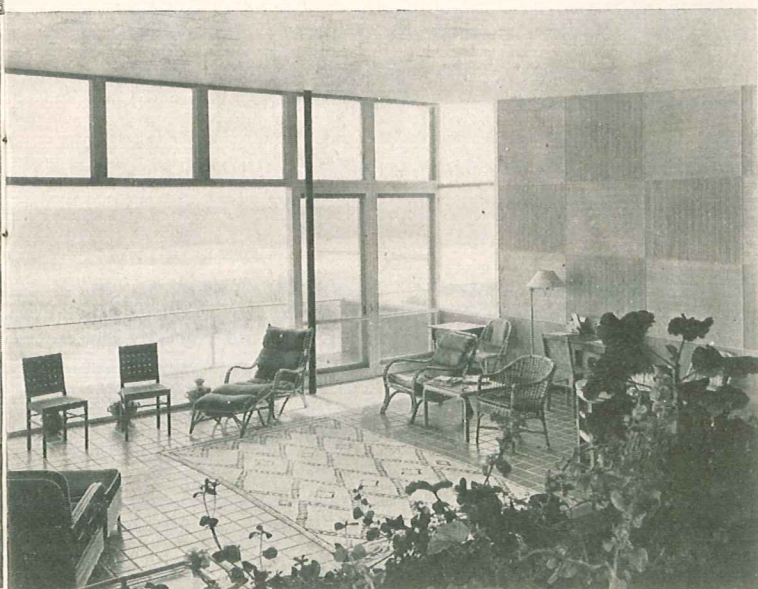
In rooms which appear cold and cheerless, Weldwood Plywood Paneling adds needed warmth and coziness. Dark rooms can be brightened by the use of the lighter woods; too-bright rooms can be toned down by choosing the darker ones.

Nor is Weldwood Plywood confined to *new* homes; it may be installed readily over old, plastered walls to bring fresh beauty to rooms which need a complete "beauty treatment."

You may order your panels untreated for finishing "on the spot" in the exact shades you decide upon. Or, for mill shipment only, you may have them factory-finished . . . whichever you like.



Walnut Weldwood is chosen for his own Connecticut home by Seth Talcott, architect.

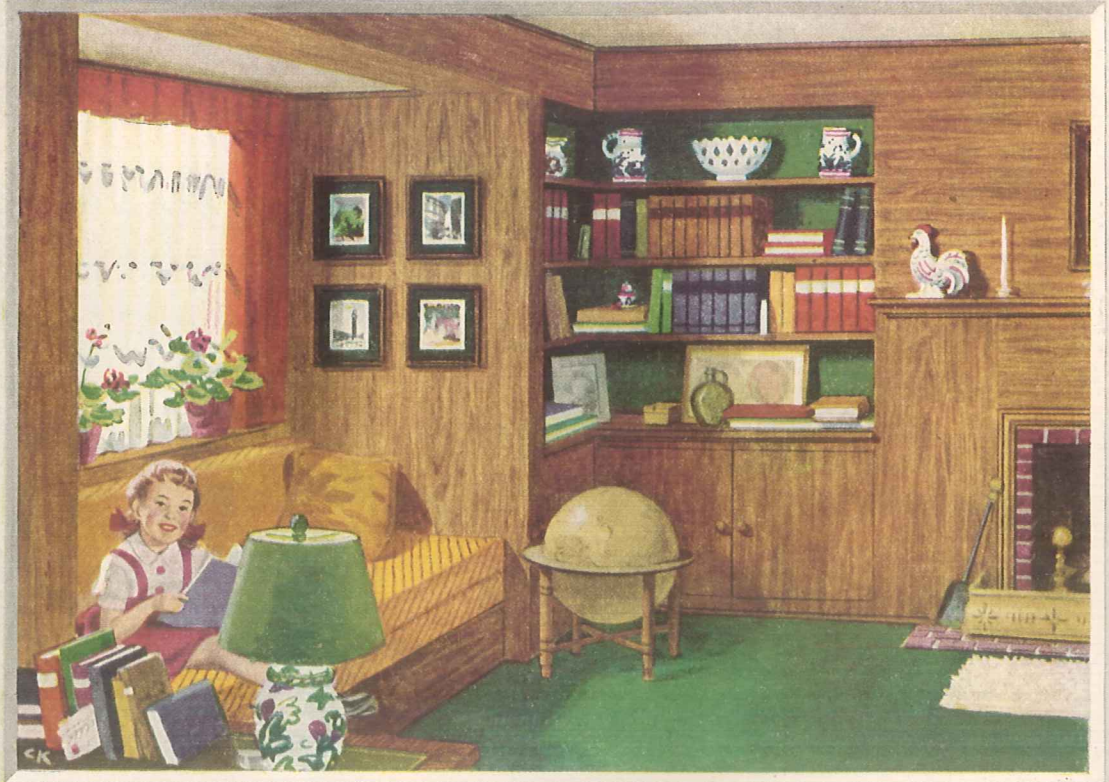


This magnificent solarium, utilizing Weldtex (striated Weldwood) in checkerboard design, has the Atlantic Ocean as its vista. Vincent J. Kling, architect.



An attractive "block" treatment is used for these walls of Oak Weldwood—an example of the individual treatment possible with Weldwood.

One of the world's most beautiful woods, American Walnut makes this excitingly beautiful room one to enjoy forever. It's Weldwood Plywood Paneling... charming, lovely and so livable!

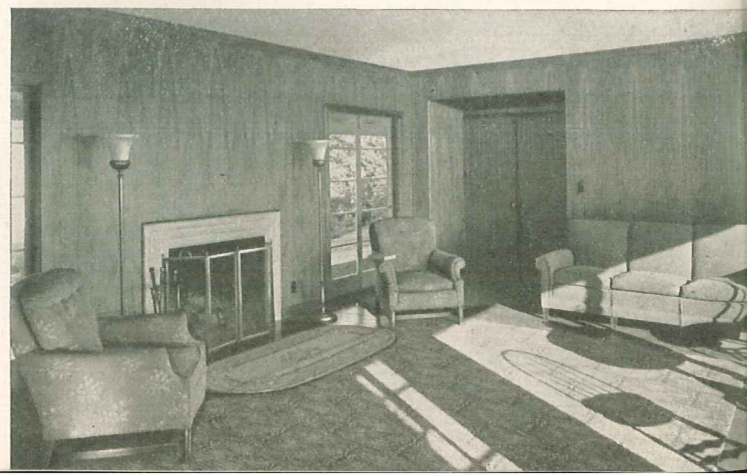


Figured Walnut Weldwood Paneling contrasts with the rugged texture of striated Weldtex around the fireplace. Ernst Payer, architect. (BELOW)

INTERIOR WALLS are more than a background for beauty. They can help make your home a "joy forever" or a never-ending source of annoyance. Once built into your home, a wall is permanent. Its good features and its not-so-good ones will, unless you go to great expense, be with you forever. Every home builder should, therefore, take particular care in selecting the materials from which the walls are to be made—*before building*. Two kinds of



Matching panels of American Walnut Weldwood show a flame-like figure, adding height to the walls. F. Eugene Barton, architect. (RIGHT)



Twin beauty . . . in birch! You can have many lovely effects with Weldwood even when only one kind of wood is used. Part of the birch you see here, for example, is finished in mellow brown, the other part in soft tan.



walls have been most commonly used—wet-built and dri-built. Quite aside from their extra beauty and loveliness, Weldwood Plywood dri-built walls have extraordinary practical advantages for you, too. You save as much as 4 to 6 weeks in building time. Unlike plastering, Weldwood Plywood Paneling does not hold up the work of carpenters and cabinet makers. There is no waiting for tons of moisture to dry from the walls. The danger of warped and

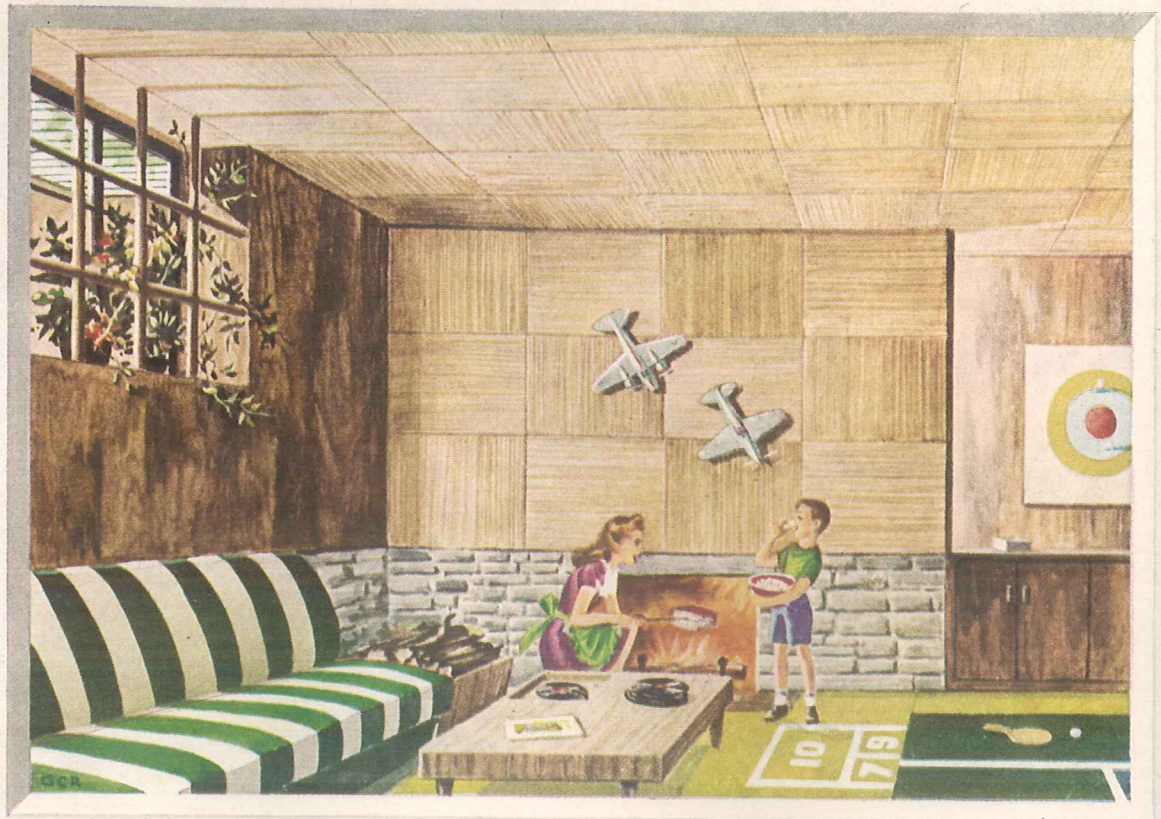
Mahogany Weldwood is a perfect background for this modern interior. Hyde & Williams, architects. (BELOW)



A lovely study, utilizing Oak Weldwood. Julius Gregory, architect. (LEFT)

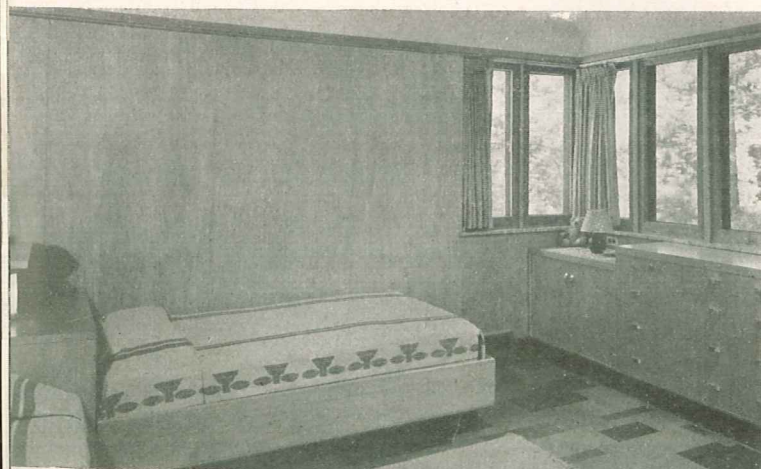


Imagine the many pleasant hours you can spend with your family and friends in a charming room like this. Build it into your basement—quickly and economically. Ceiling and wall above fireplace of Weldtex; other surfaces of Figured Gum.

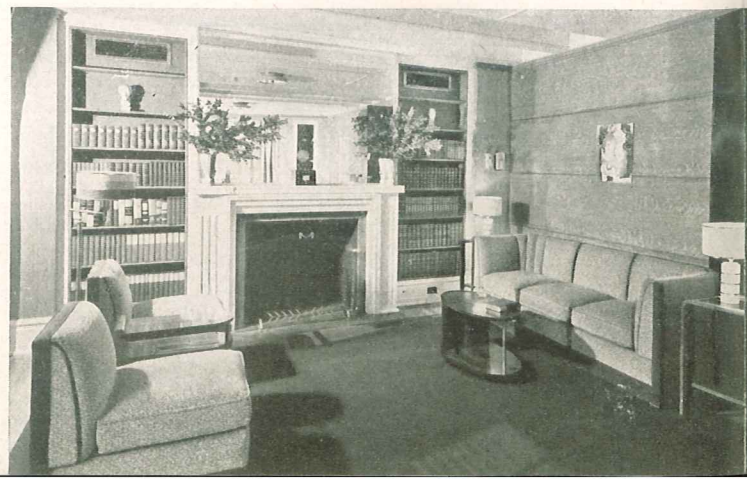


A delightful children's room using Birch Weldwood. These walls will withstand hard service. Dubin & Dubin, architects. (BELOW)

twisted studs, joists and other woodwork is greatly reduced. An even greater source of annoyance and expense is eliminated with Weldwood Plywood Paneling—the necessity for recurring repair. Weldwood Plywood Paneling is crack-proof, permanent and *guaranteed for the life of the building!* Instead of developing cracks which have to be patched and repatched, these panels actually grow more beautiful as the patina of age adds greater depth and



Quartered Oak Weldwood Paneling makes a lively wall pattern in this American Model Home. (RIGHT)

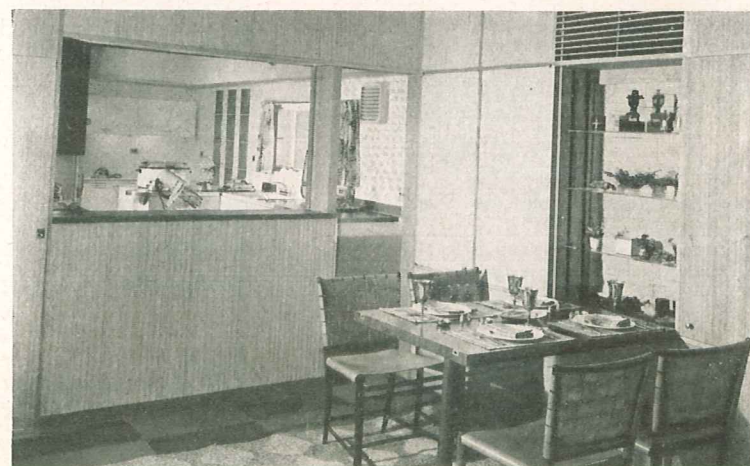


This charming dining room shows what can be done with lovely oak paneling as a background! Here the grain and paneling are used horizontally to achieve the appearance of spaciousness.

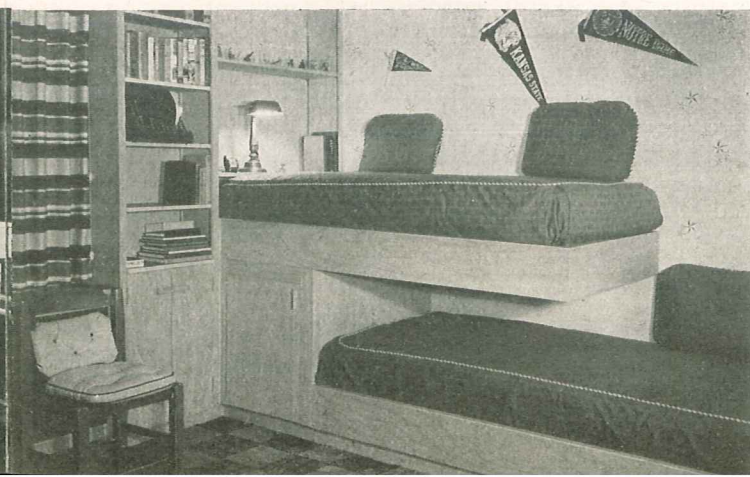


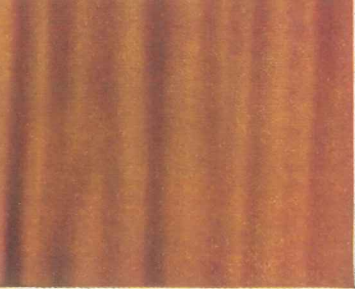
lustre. Truly, with all these advantages brought within the budget limits of the low-cost home, Weldwood Plywood Paneling can help to make your dreams of "the perfect house" come true. You can see actual samples of the woods illustrated in this booklet at your lumber dealer's, or he will get them for you quickly. 🌿 Your architect, contractor or builder will be glad to counsel with you and to give you the benefit of his practical experience.

Super self-service features this convenient kitchen-and-dining combination separated only by a counter. Done in Weldtex—striated Weldwood. (BELOW)



Boys love bunks and "almost secret" cupboards. Here are perfect space-saving specimens of both, in Oak Weldwood. Oscar Fisher, architect. (LEFT)

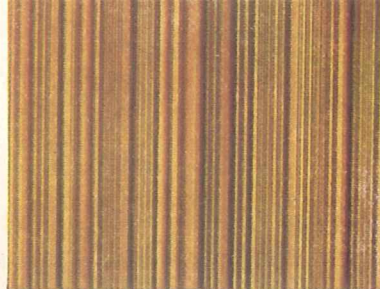




African Mahogany



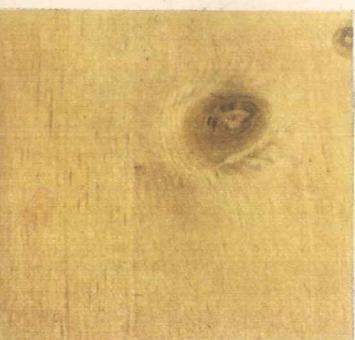
Southern Gum



Weldtex



White Oak



Idaho Knotty Pine



American Walnut



Birch

Choose Your Favorite

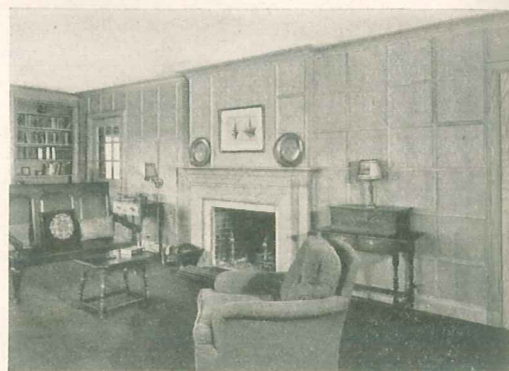
FROM WELDWOOD'S WIDE ASSORTMENT OF BEAUTIFULLY FIGURED WOODS

Weldwood Plywood Paneling, in the seven woods shown on this page, is available both pre-finished at the factory, and natural, for finishing after installation. Pre-finished panels are offered for mill shipment only. There are numerous sizes which are suitable for home construction; in some woods, panels 4 feet by 8 feet are available.

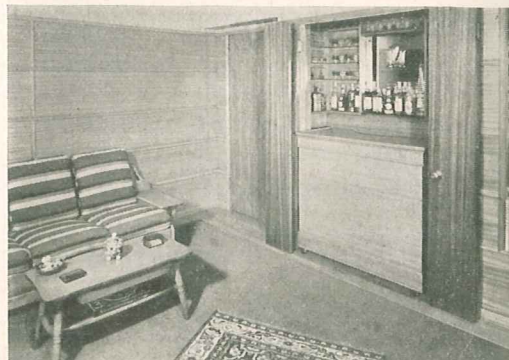
Many other rare woods, gathered from all parts of the world, are available in the Architectural Weldwood assortments. Specially selected faces, matched by experts, make these custom panels the utmost in exquisite wall materials.



The seven wood samples shown on this page are typical Weldwood panels, which have been finished in popular effects. These finishes may be lightened or darkened, however, based on the user's preference. It should also be kept in mind that there is a natural variation in the grain of all wood.



Oak Weldwood Plywood Paneling gives this Middle Western room a solid "I'll-be-here-forever" look.



"Rumpus" room done in Philippine Lauan Weldwood. Max Weiss, designer.

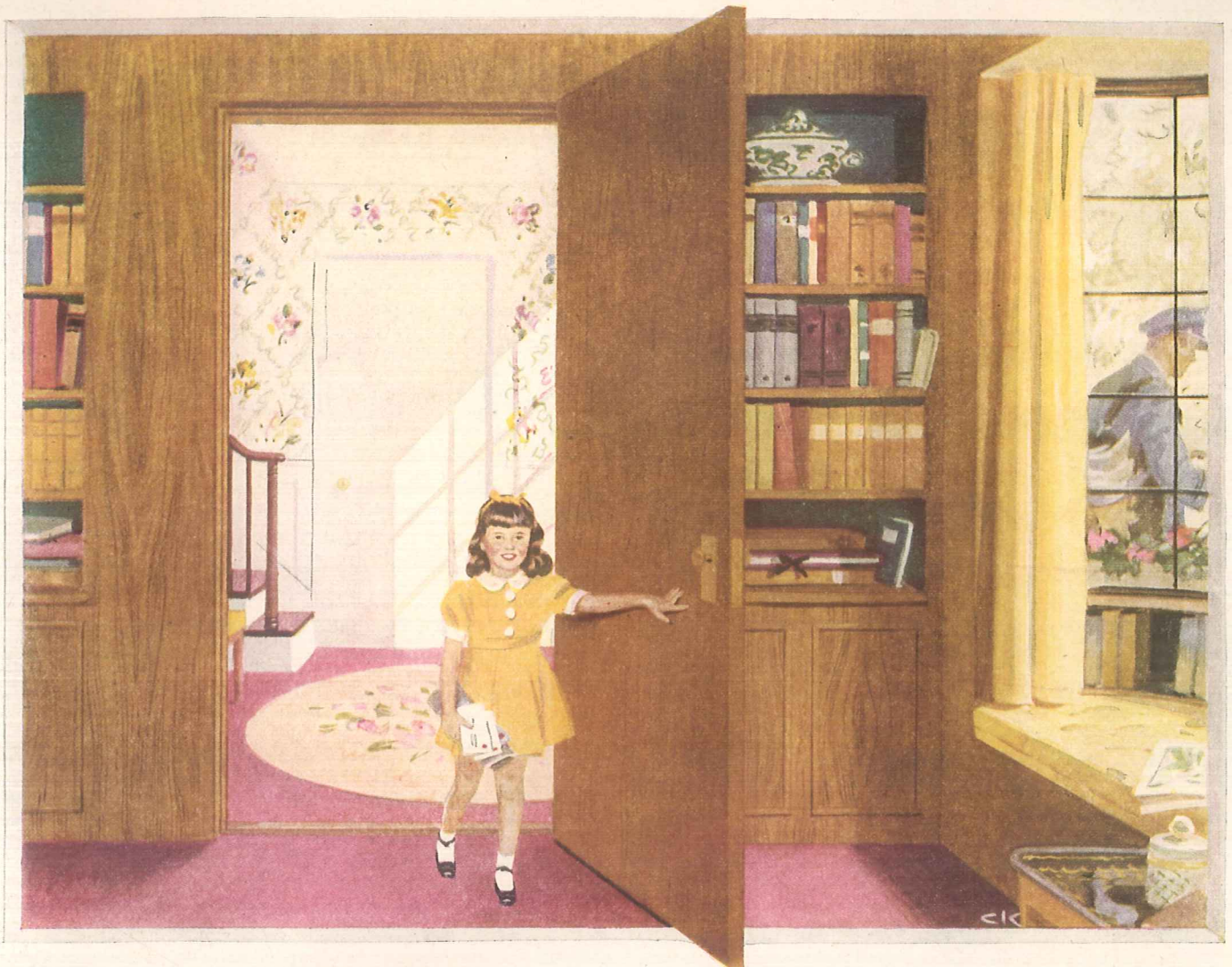


Stairway in Mahogany Weldwood.
Hyde & Williams, architects.




Concealed cabinets of Walnut Weldwood in the home of a well-known architect.

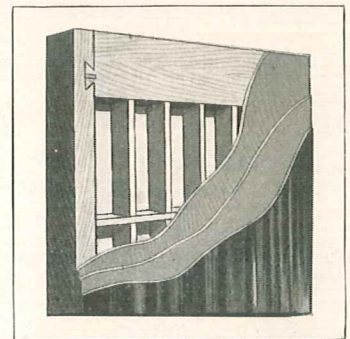
It's the patented grid construction of Mengel Doors which is the secret of their lightness and unusual strength. And their hardwood faces mean that finishing costs are low.



Mengel Flush Doors...

LIGHT...STRONG...DURABLE...BEAUTIFUL

 The luxuriously solid-looking Mengel Flush Door is actually not heavy at all. It is one of the lightest doors on the market! The ease with which a Mengel Flush Door can be opened and shut is aptly described by just three words—"finger-tip control"! Permanently sealed against air, moisture or dirt, Mengel Flush Doors are guaranteed against troublesome warping. Add the extra beauty and serviceability provided by their smooth, unbroken surfaces and you've a door that you'll enjoy having *forever!* There are no ridges to catch dust and dirt! In service in thousands of homes and offices, Mengel Flush Doors are made with faces of walnut, mahogany, oak, birch or gum.



Note the "Insulok" grid core which is flame-resistant, warp- and twist-proof. All rails, stiles and faces are strong, moisture-resistant hardwood.

Mengel Flush Doors are made in a wide variety of types and sizes suitable for any home. They paint beautifully—at much lower cost—or they can be stained or merely waxed.

Weldwood Utility Panels...

IDEAL UNDERSURFACE FOR WALLPAPER OR PAINT



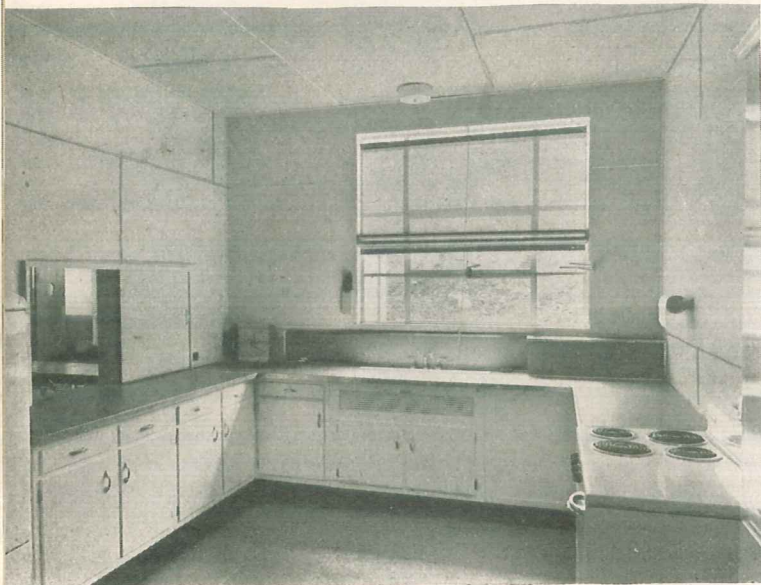
The difference between *Utility Panels* and *Plywood Paneling* lies only in the appearance and finish of the panel faces. Both are genuine resin-bonded plywood—crackproof, smooth and permanent. Both have the structural strength required for proper wall construction.

Weldwood Utility Panels are widely used as a base for wallpaper or paint but are also attractive both stained and natural; Weldwood Plywood Paneling is used either natural or stained.

Weldwood Utility Panels are selected without regard to similarity of coloring or grain pattern; hence, offer all the advantages of dri-built walls and ceilings at minimum cost.

Their gum faces are smooth *and they stay smooth!* There is no danger of "grain raise"—no "welts" will ever rise under wallpaper or paint.

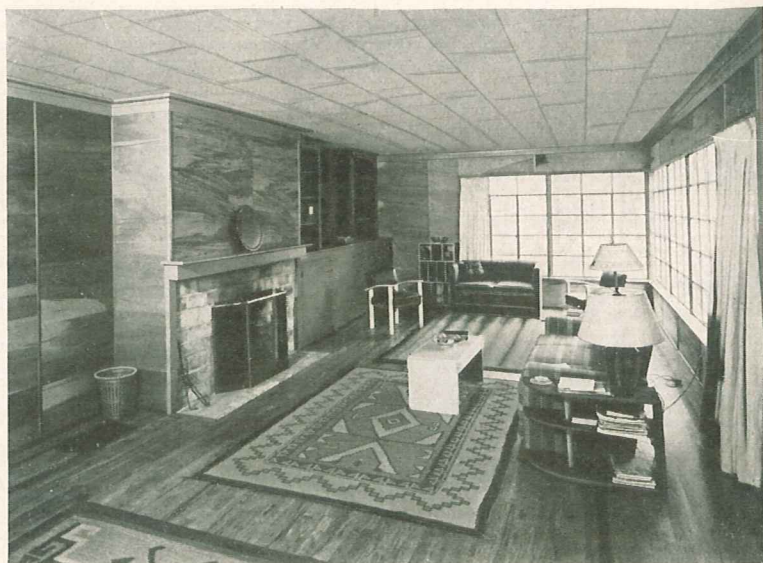
Their rigid permanence, too, precludes the need for repair so often encountered with a plaster under-surface.



These painted Weldwood Plywood walls will always be smooth. The hardwood gum faces will never show a sign of "grain-raise."



Weldwood Utility Panels . . . crackproof . . . smooth . . . permanent . . . are a perfect base for wallpaper. Wallpaper by Thibaut



Used "natural," Weldwood Utility Panels make an interesting informal room. Note its free-flowing pattern; its feeling of movement.

New Rooms for Old...

ALMOST OVERNIGHT

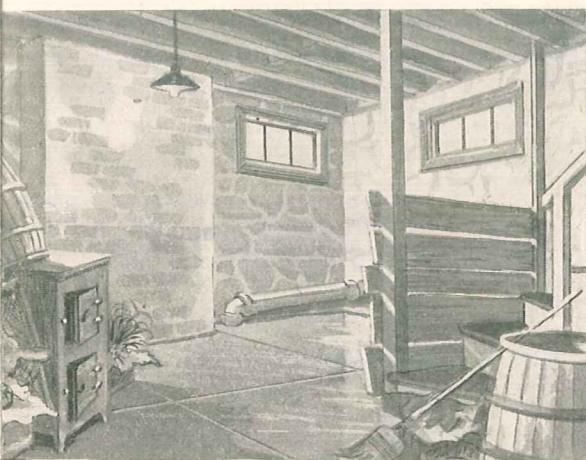
"Doing over" old rooms adds new comfort and new usefulness to rooms which were, before, "just space"—unused, unloved and avoided. Miraculous changes can be made—play rooms magically arise from basements, pretty guest rooms from attics, a charming nursery from an alcove.



From covering up old cracked walls and ceilings to forming new partitions and finishing "unfinished" rooms, you'll find many a worthwhile advantage in using Weldwood Utility Panels.

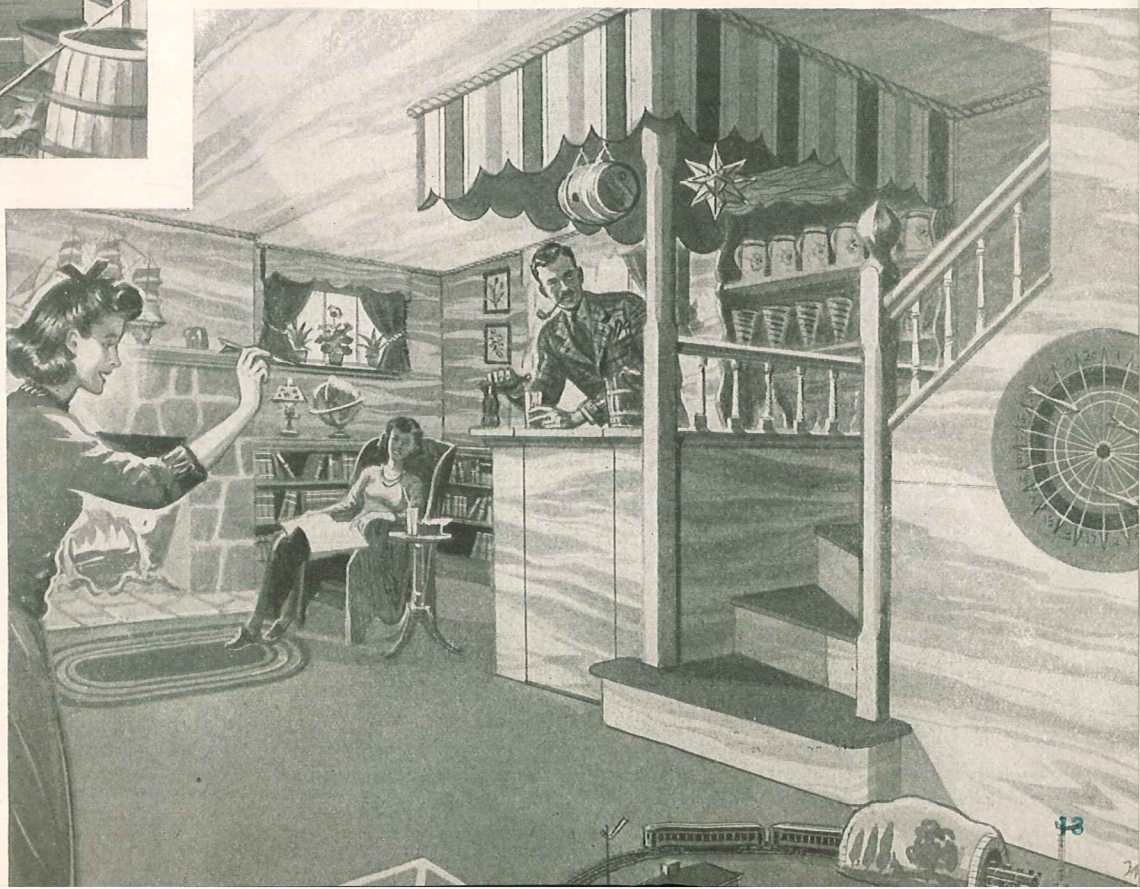
Their rigid strength even at the very edges of the panels holds nails and screws firmly! The size of the panels, 6' x 4', 7' x 4', and 8' x 4', makes the work progress with surprising speed . . . no messy litter; only clean, sweet-smelling sawdust, easily swept up.

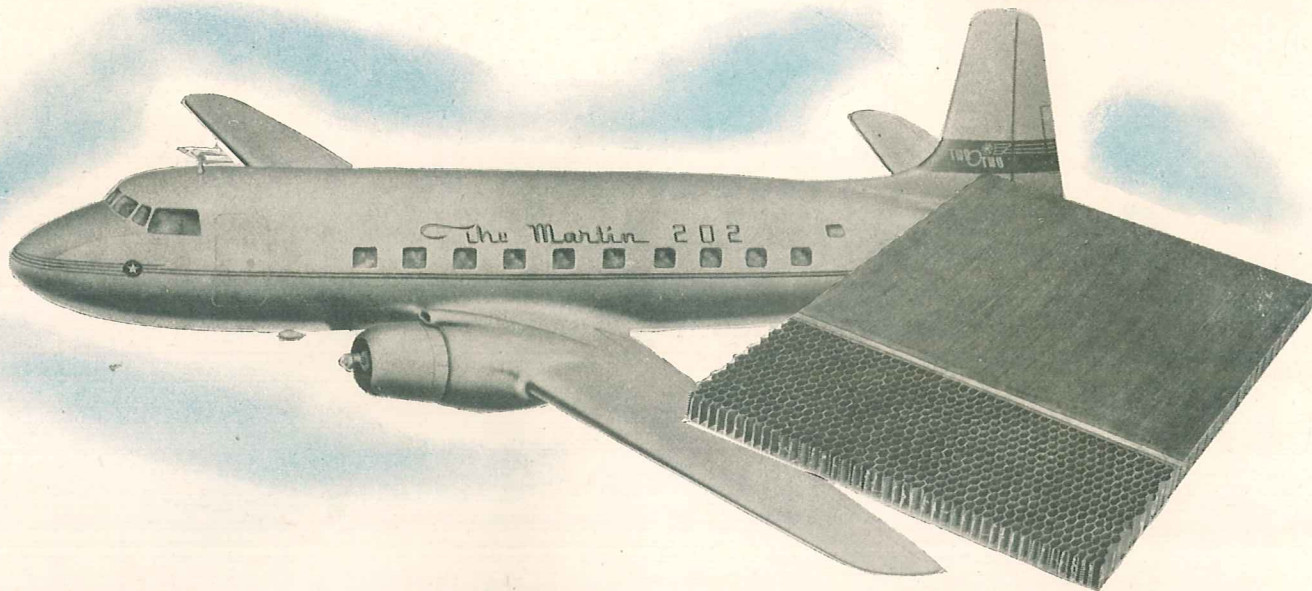
And when the job is finished, you have the lasting satisfaction of knowing that the work is crack-proof and permanent.



Spots like this mark the "out of date" home. Dank, dark, gloomy, hard to clean and keep clean!

A few Weldwood Utility Panels, some paint, some furniture, and you have a room that you'll be proud to show to your guests—a room that will add many dollars of value to your property.

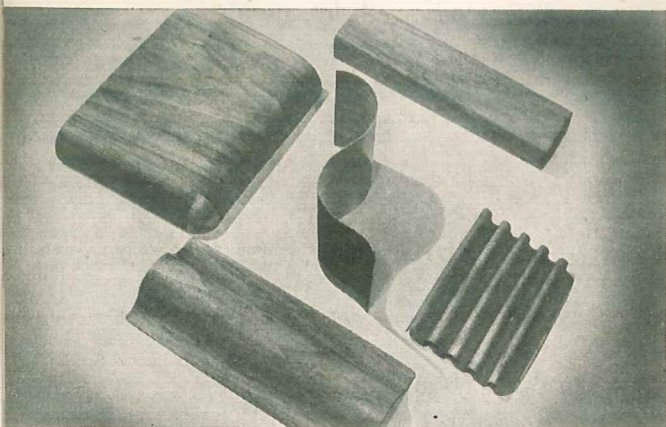




Light and strong, Weldwood Honeycomb has many industrial applications.

The Place of Weldwood in Industry

Back from rigorous war service, Weldwood Plywood is again ready for a multitude of peacetime industrial applications.



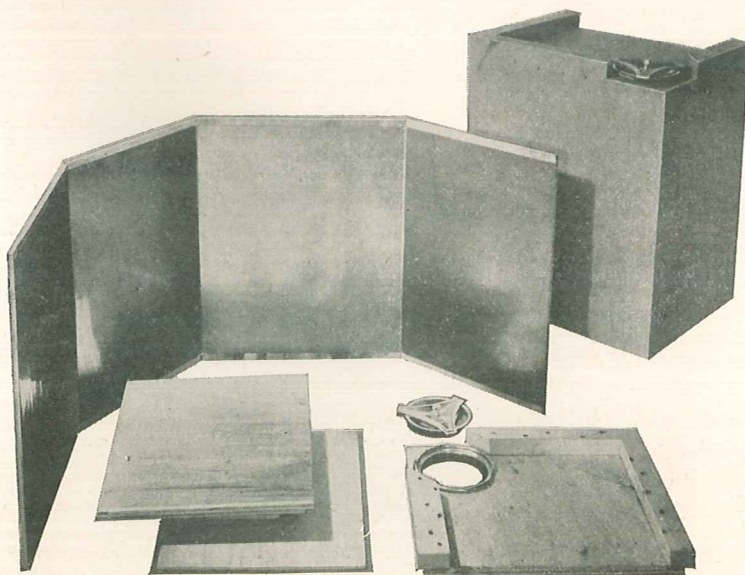
Flexmetl—wood veneer bonded to paper-thin metal—combines the beauty of wood with the workability and fire-resistance of metal. It can be bent into many shapes.



Molded Weldwood is Weldwood bonded to contour so that it is stress-free. Here the finished product will be a section of airplane fuselage.

Numerous new, war-tested Weldwood products are certain to play an important role in America's peacetime economy. Laminated panels employing metal, paper, fabric and wood veneer have important industrial possibilities; new developments in plywood molding and the perfection of new resins widen the scope of Weldwood's usefulness to industry.

Made in Weldwood's own great plants in the United States and Canada, backed by extensive tracts of hardwood and softwood timber, Weldwood Plywood includes every type of plywood for every purpose.



Weldwood Armorply is a combination of Weldwood Plywood faced with metal. Light and tremendously strong, it is used widely in the packaging and transportation fields.

SOME INTERESTING WELDWOOD SPECIALTIES

Weldwood Glue...Wherever wood meets wood, this waterproof plastic resin adhesive "makes the glue line the safety line."

Used and accepted by the Army and Navy, Weldwood Glue has been welcomed both by industry and home hobbyists.

It has amazing holding power, is waterproof, rot-proof and bacteria-proof. Quickly and easily mixed by adding ordinary tap water to the powder, it sets permanently in a matter of minutes.

Flexwood*... "the wood that bends," is genuine wood veneer cut to 1/85th of an inch and permanently cemented to cotton sheeting. It can be applied to any smooth surface, curved, fluted or flat, and is particularly useful for modern wall treatments in offices, stores, theaters, etc.

*Patented

Flexglass... The dining tables of tastefully-furnished homes all over the world know mats and coasters of Flexglass*—"the glass that bends."

Sparkling little rectangles of real glass, permanently cemented to flexible cloth backing, Flexglass is also used decoratively for gay walls in bathrooms and powder rooms. It likewise has wide application as a display material.

*Patented

Tekwood... When you buy your next boudoir paper-basket or your new set of gay, colorful table mats, it is quite likely you will find that it is made of Tekwood—a patented Weldwood material.

Tekwood is real wood, faced both sides with sturdy kraft paper. It is strong... flexible... and can be painted in beautiful

effects. Light in weight, Tekwood is being used for all sorts of home purposes—for baskets, table mats, furniture backing, kitchen cabinets; also for toys, games, signs and displays.

Decorative Micarta†... a modern plastic material which provides the home owner with a wonderfully practical surface. It doesn't chip or break in normal usage; it is unaffected by water; even alcohol, mild acids and alkalis will not damage it. A swish of the cloth keeps your Decorative Micarta bathroom and kitchen walls, sink or table tops sparkling.

Made in Satin or Gloss finish, in many luscious colors, you can even order your Decorative Micarta in the Cigarette-proof grade for those table tops on which the man of the house likes to leave his cigarette.

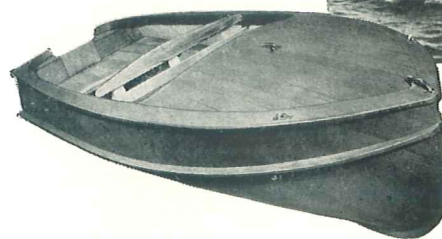
†Trademark reg., Westinghouse Electric Corporation

FLAT OR MOLDED WELDWOOD FOR YOUR GREATER BOATING PLEASURE

For your next sailboat or outboard you will want to investigate the many advantages of Exterior Weldwood, the waterproof, rotproof plywood especially made for marine use.

Exterior Weldwood, available both in molded hull shapes and in flat plywood, is strong, light, does not shatter when pierced. Used for all types of water craft from racing shells, high speed outboard racers and sailboats to yachts, dinghies and PT boats, its unique record of performance has made it the best known plywood for use in boats.

Specify Exterior Weldwood in your next boat—or, if you "build your own," you can obtain this preferred material from your lumber dealer.



WELDWOOD PLYWOOD FOR LIGHTER, STRONGER CONSTRUCTION

Wherever the demand is for lighter, stronger construction, Weldwood Plywood is replacing less satisfactory materials. So wide and so varied are the industrial uses of Weldwood that a complete listing is impossible. Weldwood Plywood and Plywood Products provide a complete coverage of plywood of every type, for every purpose:

Mengel and Weldwood Doors	Low pressure plastics	Tekwood*	Northern and Southern hardwoods	Flexmell
Douglas Fir	Molded plywood	Decorative Micarta†	Armory* metal-covered plywood	Weldwood and Armory Honeycomb

*Registered Trademarks

†Trademark registered, Westinghouse Electric Corporation



WELDWOOD PLYWOOD
and
MENGEL FLUSH DOORS

are manufactured
and marketed by

UNITED STATES PLYWOOD CORPORATION
NEW YORK, N. Y.

THE MENGEL COMPANY
LOUISVILLE, KY.

